

Welcome

Managing the unmanageable: monetizing and controlling OTT applications

- Thank you for joining us at this FierceLive! Webinar. We will begin momentarily.
- The audio will be streamed live over the Internet, so please make sure your computer speakers or headphones are turned on and your volume is turned up.
- During the presentations, you can submit your questions by filling in the “Ask a Question” box at the bottom of this screen. The speakers will answer questions at the end of the webinar.

Presenter:

Enjoy the presentation!



Agenda

- Introduction
- Mobile Operators Challenges
- Sample Use Cases
- Joint Solution Overview
- Summary



Introduction



Jonathon Gordon,
Marketing Director
Allot Communications

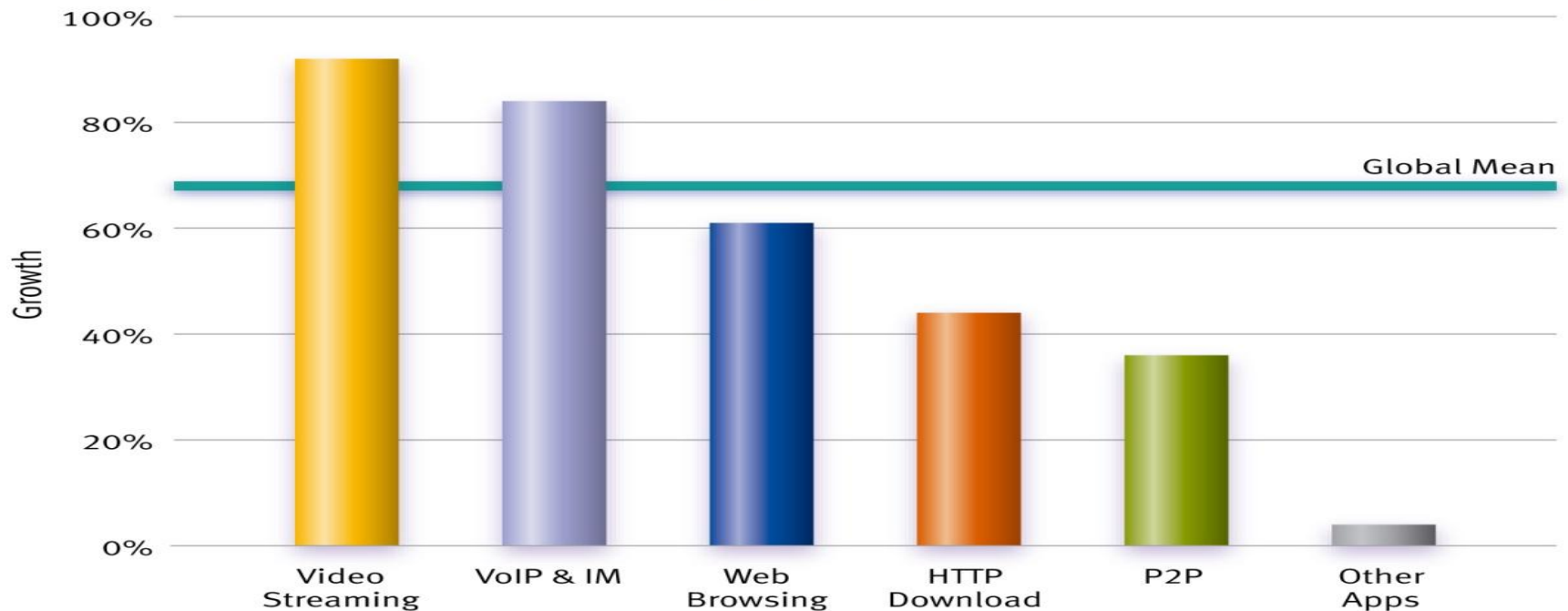


Jonathan Downey,
Director Product Marketing
Openet

Allot MobileTrends

Global Mobile Broadband Traffic Report

Bandwidth and Application Growth

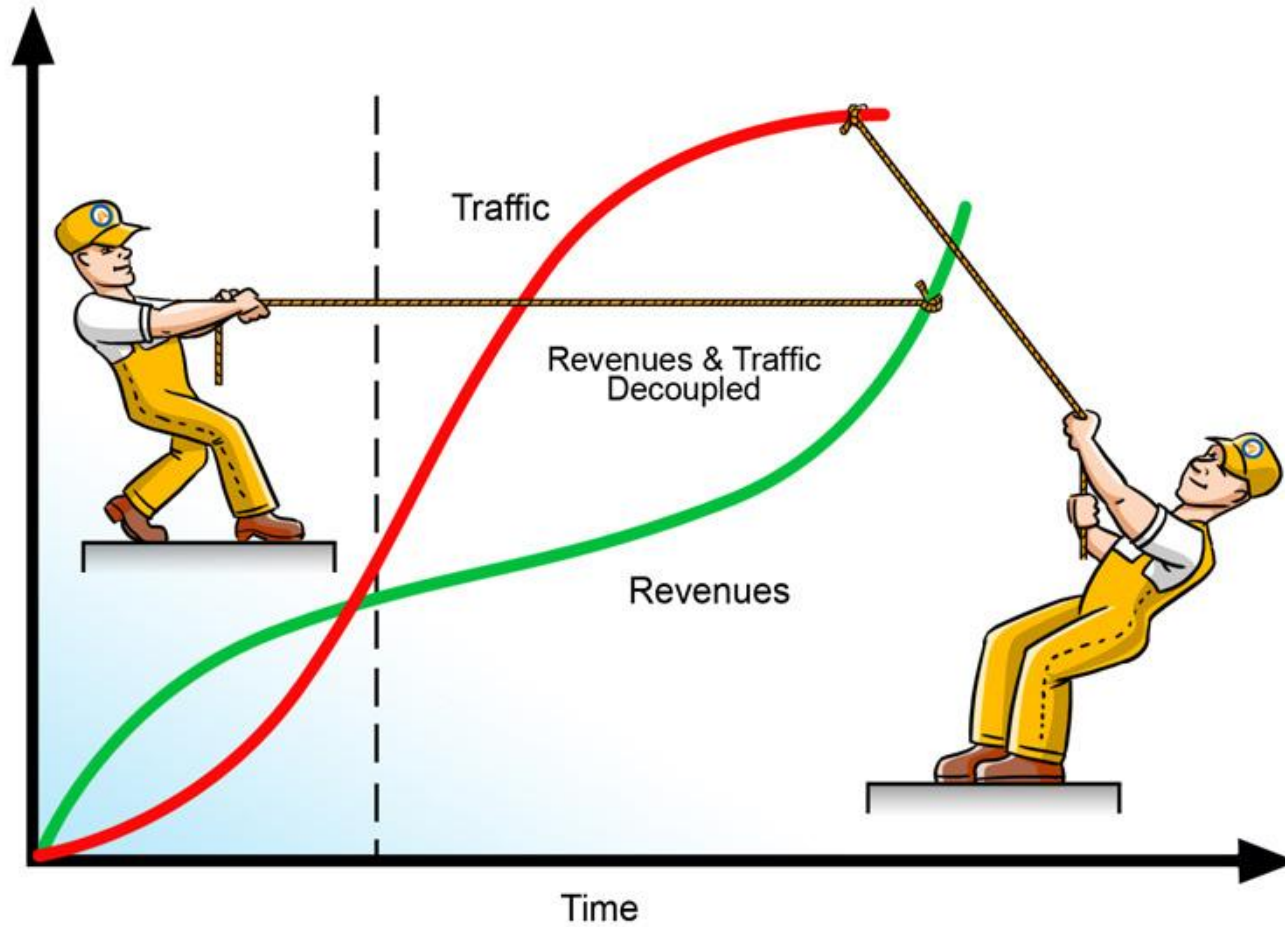


Growth in mobile data usage , H1/10






Challenge



Solution



DPI integrated into Policy Control & Charging

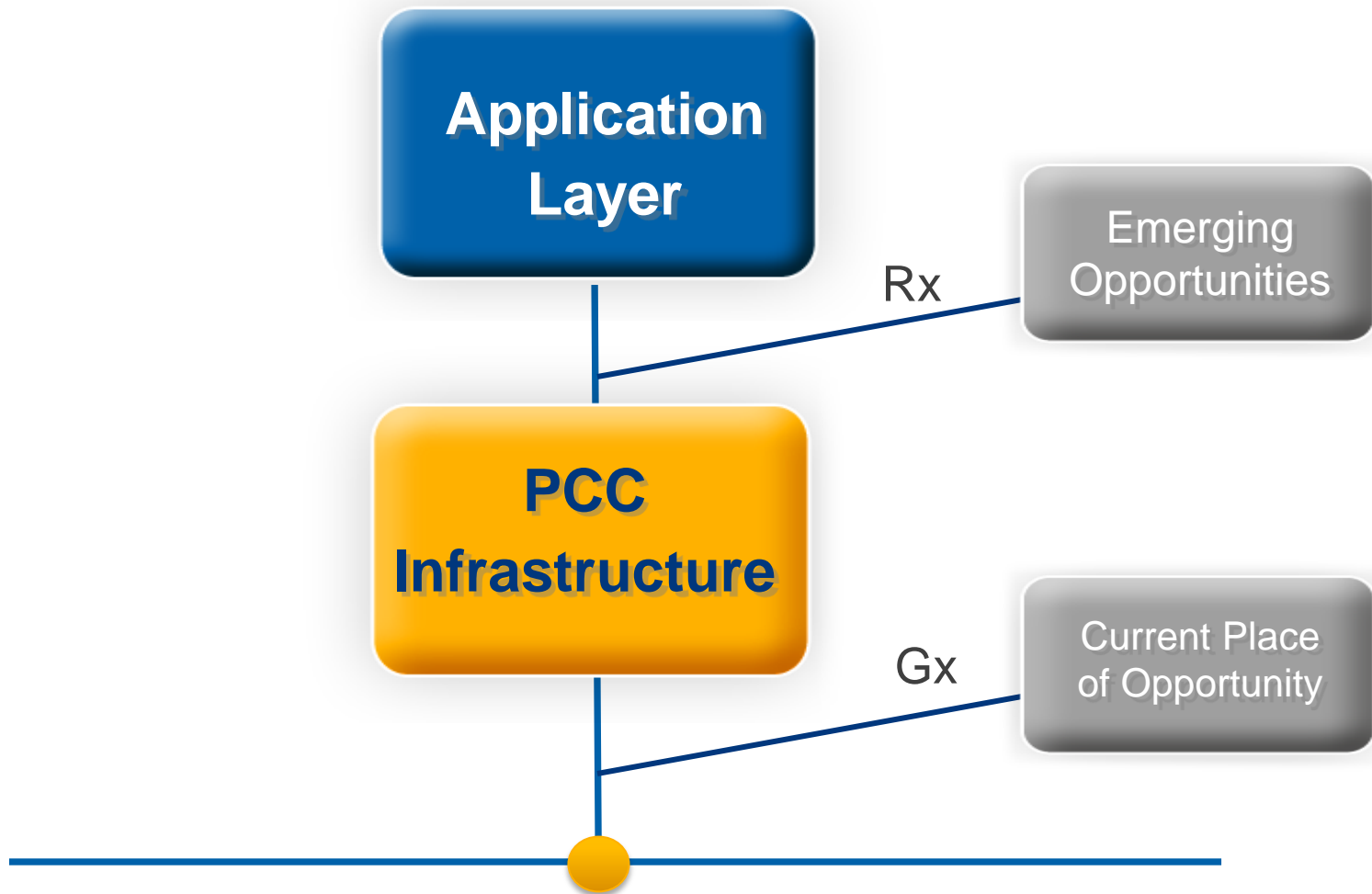
Subscriber A		
Service	Policy	Rate
facebook		2¢ per MB
skype		3€ Monthly
You Tube		50¢ Monthly
 vodafone		No Charge



**Policy
Enforcement
& Charging**

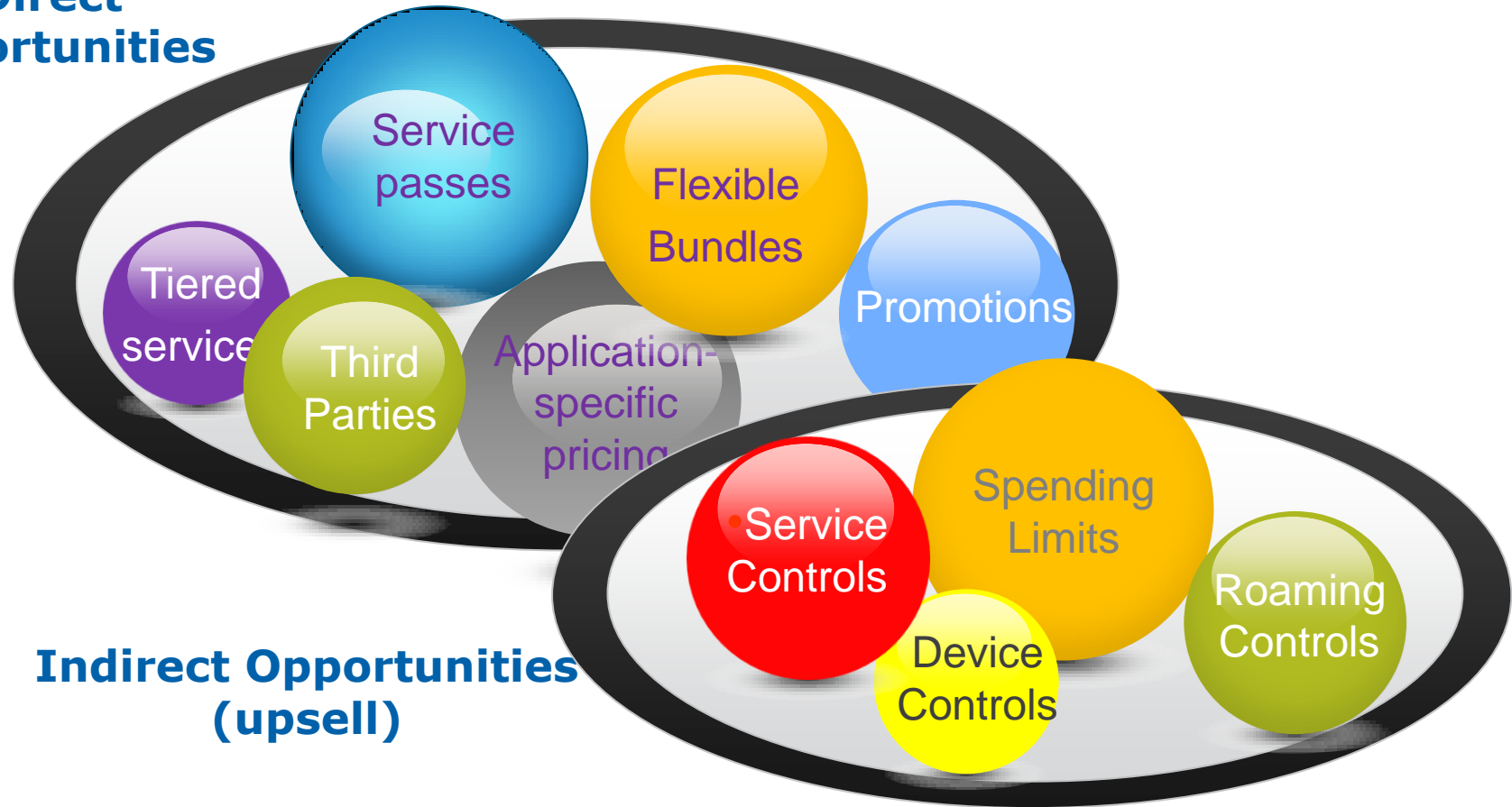
Internet

Power of the joint solution – behind the scenes



Fresh Thinking about Billing, Control, and Usage

Direct Opportunities



Indirect Opportunities (upsell)

Handling operators pain-points: Use-cases

- Tiered and quota based service plans
- “Happy Hour” / Shifting usage to non peak hours
- Postpaid charging & data reconciliation
- Service passes / Casual billing
- Personalized controls
- OTT services enablers

Use Case : Tiered Service Plans

- Multiple data plans
 - QoS & price are based on service plan
 - Charge for over quota usage
 - Upon monthly quota violation:
 - Captive portal redirection for tier up-sell
- OR
- Overage fees for Over-quota data



Use Case :

“Happy Hour” / Shifting usage to non peak hours

- Multiple data plans
- Encouraging the subscribers to connect during non-peak hours
- Free bandwidth upgrades(could be only for P2P applications) during the happy hour
- Free download during the happy hour



Use Case: Postpaid Charging & Data Reconciliation

- **Postpaid subscribers charging model**
- **Ensure data integrity**
- **Prevent revenue loss**
- **Offline processing of charging information (CDR) for marketing analysis, network use, etc.**



Use Case: Service Passes



Day/Monthly Pass
e.g. 10 GB per Month

OTT Pass
e.g. Monthly VOIP



Bandwidth boost
e.g. upload photos

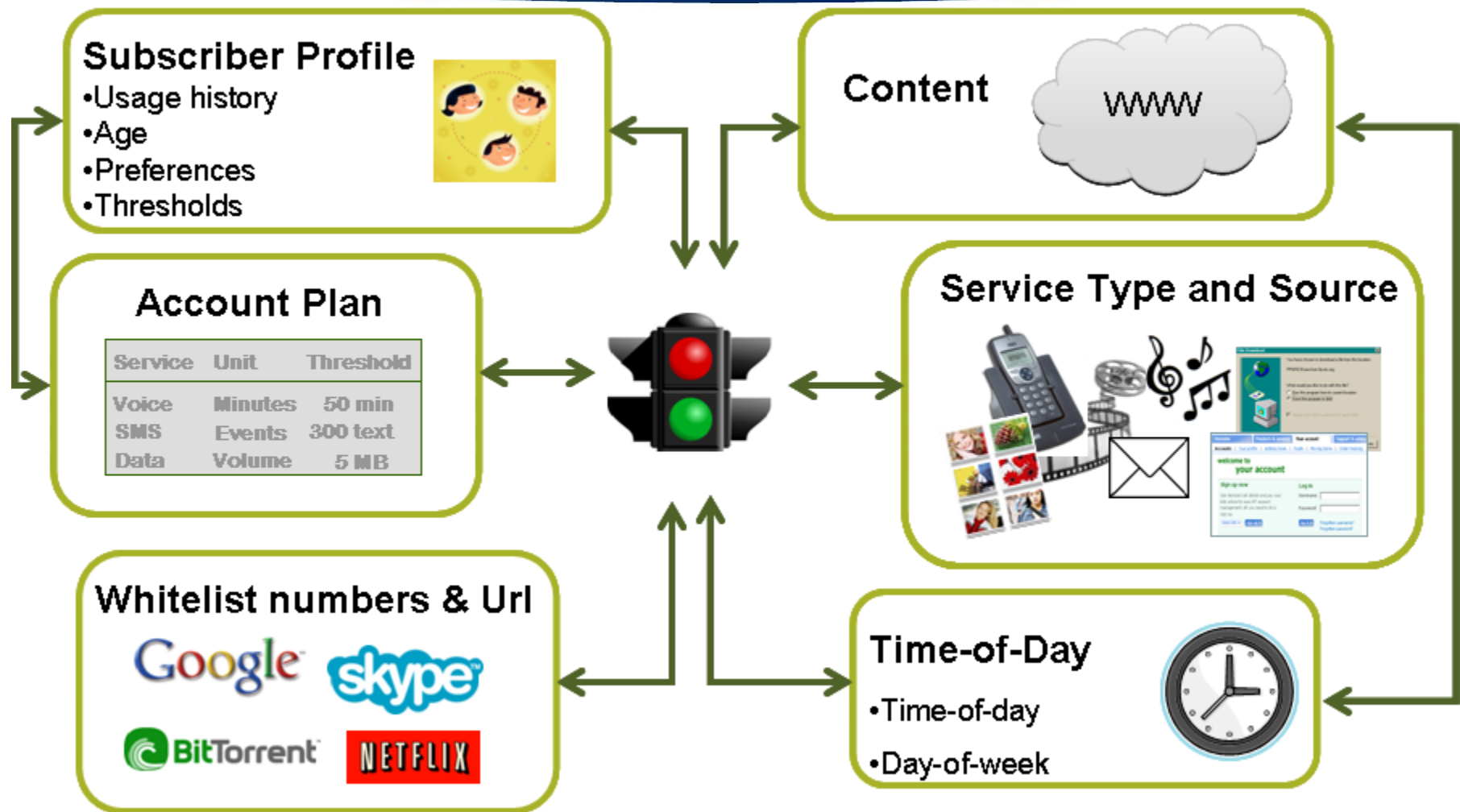


Social App Promotion
e.g. www.facebook.com

• 24 hr
pass



Use Case: Personalized Controls & Bill Shock Prevention



Use Case: Location Based Controls (Data roaming)

- **Tariff notifications upon entering country**
↓
- **Default spend limit**
↓
- **Intermediate spend notification/alerts**
↓
- **View accumulated consumption**
↓
- **Cut-off on reaching limits**
↓
- **Option to continue session**



Use Case: Connectivity Bundled with App or Device



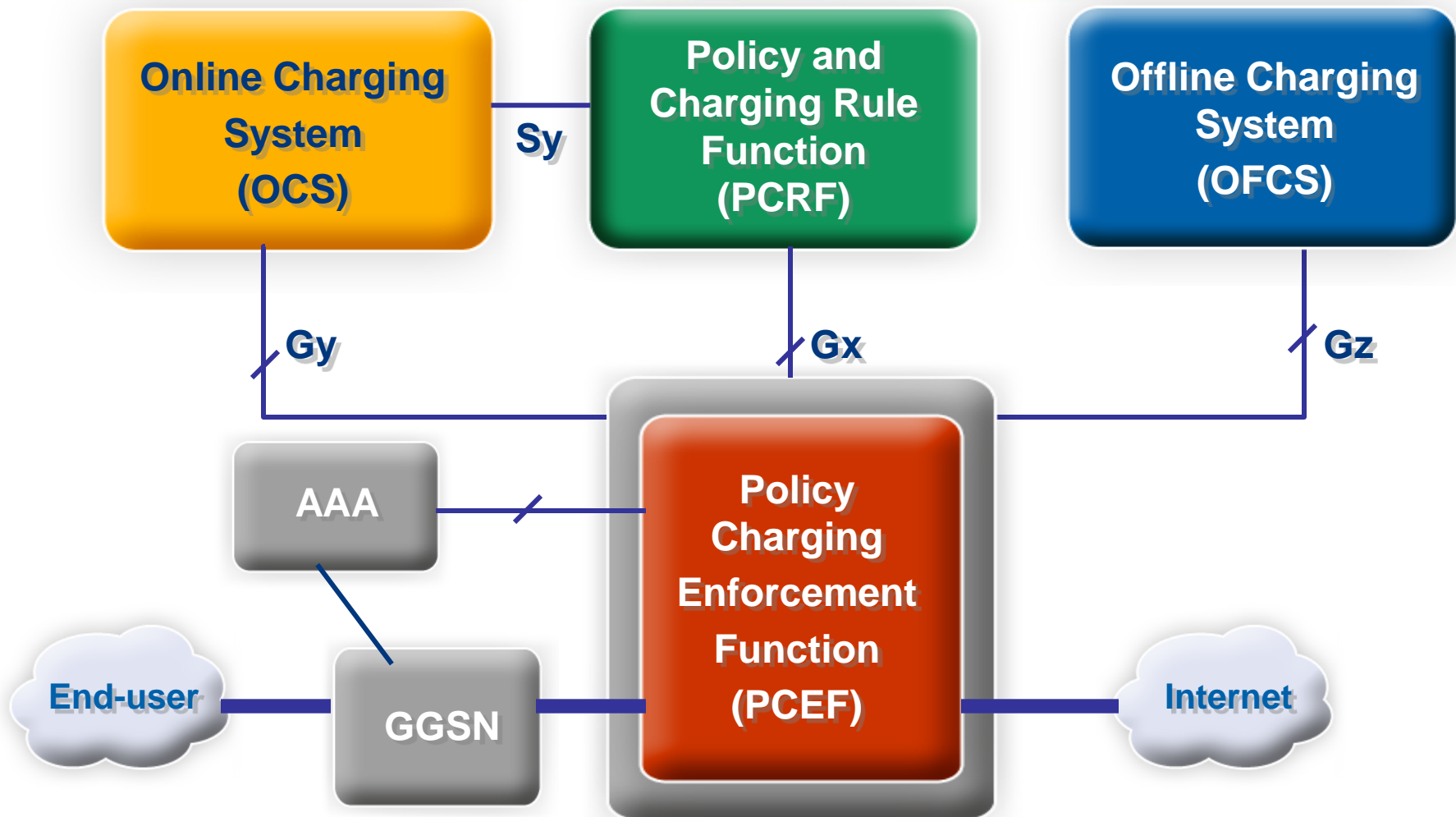
- Buy the application, get all connectivity associated with that application as part of the purchase price.
- Or get a certain number of movies streams included in the purchase price
- Or a certain volume

Use Case: Split Billing



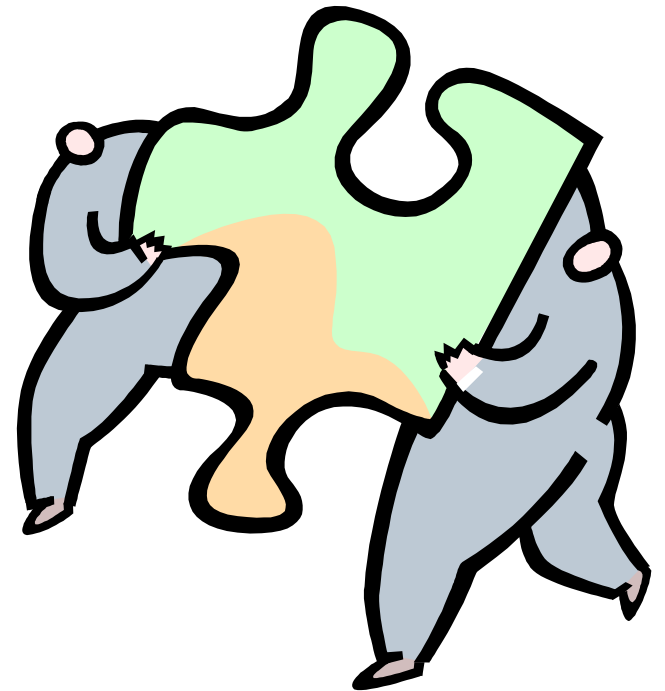
- **First 15 minutes of the movie streamed for free to user as a promotion**
- **If user doesn't purchase movie, content provider is billed for the 15 minutes of network consumption**
- **If user purchases movie, revenue is shared between operator and content provider**

Joint Solution Architecture



Summary

- **Generate revenue with application-aware charging models**
- **Maximize network resources value**
- **Answer subscriber needs offering personalized packages**
- **Improved QoE**
- **Time and cost effective: pre-integrated solution**



Q & A

Thank You

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- Thank you for joining us!

Presenter:

